stephanie forrester

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professional profile

- Excellent creative, technical and analytical skills
- Proven track record of elevating and maintaining a strong brand identity
- Develops creative solutions within a style guide while meeting business requirements
- Successfully orchestrates redesigns including global navigation, complete rebranding and those hardworking sections like checkout and PD pages
- Firm knowledge of templates and their importance in the design and maintenance of large-scale websites
- Solid understanding of web usability and user experience
- Hands-on leader provides creative direction and inspiration to design teams and freelance designers
- Successfully builds and develops design teams
- Manages and directs creative agencies and external vendors
- Oversees process from design through development, including testing and bug reporting
- Enjoys partnering with cross-functional teams to deliver compelling content and design
- Strong ability to manage time and resources on multiple projects simultaneously, as business dictates
- Art Directs photo shoots
- Excellent organizational and communication skills, both written and verbal
- Specializes in industry-standard Creative Suite software (Photoshop, Illustrator, InDesign, Dreamweaver), with principal knowledge of HTML, Invision and facebook Canvas
- Thrives in a dynamic environment working under tight deadlines

professional experience

Stephanie Forrester Designs, San Francisco Bay Area, California
Digital, Social & Home Design — March 2018 – Present

Williams-Sonoma, Inc., San Francisco, California
Digital Creative Director, Pottery Barn — Sept 2012 – Oct 2017
Creative Manager, Pottery Barn — Oct 2010 – Sept 2012
Creative Manager, Williams-Sonoma Home — Oct 2008 – Oct 2010

Organic Style/Organic Bouquet, San Rafael, California
Creative Director — July 2008 – Oct 2008

Eurekster, Inc., San Francisco, California
Creative Director — Sept 2007 – Jul 2008

Restoration Hardware, Corte Madera, California
Creative Manager, Web Design & Production — Jun 2004– Sept 2007
Web Designer — Mar 2003 – Jun 2004

education

Sheridan College, Oakville, Ontario, Canada
Postgraduate Certificate, Computer Animation — Aug 1999

University of the Pacific, Stockton, California
Bachelor of Fine Arts, Graphic Design — May 1997